

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BBM3824 – SMALL BUSINESS MANAGEMENT

(All sections / Groups)

4 June 2018

2.30 p.m. – 4.30 p.m.

(2 Hours)

INSTRUCTION TO STUDENTS

1. This Question paper consists of three (3) pages inclusive of the cover page.
2. Attempt **ALL** the **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the answer booklet provided.

QUESTION 1

- a. Tajuddin Ramli intends to be a business owner after opting out for an early retirement. He wants to start up a new business but a consultant advised him to buy an existing business. What are the **THREE (3)** advantages of buying an existing business and **THREE (3)** disadvantages of setting up a new business?
(12 marks)
- b. Suppose Tajuddin set-up a partnership with his friend to start the business. Discuss **THREE (3)** advantages and **THREE (3)** disadvantages of partnership.

(13 marks)

(Total: 25 marks)

QUESTION 2

- a. Family involvement in a business is quite common among small medium entrepreneurship. Discuss the **Four (4)** advantages and **Two (2)** disadvantages resulting from this venture?
(10 marks)
- b. One of popular way in starting a business is through franchising. Discuss the advantages and disadvantages of franchising from the viewpoints of the franchisee.

(15 marks)

(Total: 25 marks)

QUESTION 3

- a. Explain the **TWO (2)** types of business plans. In what situation(s) would you use each type of plan?
(10 marks)
- b. Habib Maju has opened its restaurant in a new housing area. The restaurant is located at the last row of a shopping block and faces an undeveloped area and overgrown bushes. While another restaurant occupy in the first row which is in easy access to the public. Explain whether Habib Maju has chosen a good location and provide gives **Three (3)** reasons to support your arguments.

(15 marks)

(Total: 25 marks)

Continued.....

QUESTION 4

- a. A new small business has been in business for a few months and the owner is concerned about the sales. Advise him on the essential **SIX (6)** steps of creative selling process.

(13 marks)

- b. Profit is important for business survival. What are the **FOUR (4)** factors that determine business profitability? Discuss

(12 marks)

(Total 25 marks)

END OF PAPER